SYNOPSIS

ON

A STUDY OF CHANGES IN ETHNIC COSTUME AND ADOPTION OF MODERN FASHION BY INDIGENOUS TRIBAL YOUTH OF JHARKHAND (WITH SPECIAL REFERENCE TO KANKE AND GOMIA BLOCK)

For

Registration in Ph.D.
Programme
(as per UCG regulation,2024)

Home Science

(The faculty of social Sciences)

Ranchi University, Ranchi

Name of Supervisor

Dr. Manju Kumari

Associate Professor

P.G. Department of Home Science

Ranchi University, Ranchi

Name of Candidate

Anjna Lugun

(Research Scholar)

State of the art:

Fashion is a tom interchanging to describe the creation of clothing, footwear, accessories, cosmetics, and jewellery of different cultural aesthetics and their mix and match into outfits that depict distinctive ways of dressing (style and trends) as signifiers of social status, self-expression, and group belonging.
Jharkhand is home to several indigenous tribes each with its own unique culture and costume. the Santhal, Oraon, Munda, Kharia and Ho are the principal indigenous groups and together they constitute the great majority of the total tribal population.

Santhal tribes clothing in Jharkhand: The Santhals have their own traditional attire. Women wear a cloth to cover the lower portion called Parhan. They wear green and blue check saree (KACHA) (lumang phula panchi saree). It is worn wrapped around the waist. A long cloth is wrapped in a fashion to cover the top with a blouse. The male members wear hand loom loin cloth (KACHA), Banion, napkin (GAMCHA), half shirt type of attire to cover the top and the same material the women use to cover their top is worn by men to cover their bottom portion in a very systematic manner. A piece of cloth is usually tied around the head and is has multipurpose usages.

Ho tribes clothing in Jharkhand: The costume of women in Jharkhand are very traditional and they bring the richness of their culture. Generally, the traditional costumes for women in Jharkhand are sari and blouse. The saris seen very colourful and the designs bring richness to the saris. The traditional women's dress is short sari (Lagana or Lagia), covering the torso and abdominal portion hanging just below the knees. The women always tuck the Pallu of their saree to one side and are never left hanging and the green saree is worn by unmarried women. Men wear their traditional white colour dhoti, kurta-pyjama and vest covering the abdominal part of thigh, one end tucked up on backside. The clothing has imprints or printing of the various colours of tribal art and life embellished on it. This gives the clothing a special look and apperal.

Munda tribes clothing in Jharkhand: The traditional Munda tribe dress is made from natural materials like cotton, silk, and wool. The clothing is characterized by bold colours and intricate patterns that symbolize the tribe's cultural identity. The Munda tribe dress for women consists of a long skirt or saree(motiya) and a blouse. The skirt or saree is draped in a unique way that is specific to the tribe, and the blouse is decorated with embroidery and other designs that represent the tribe's culture. For men, the traditional Munda tribe dress consists of a dhoti or lungi, which is a long piece of cloth wrapped around the waist. The upper body is usually covered with a shirt or a jacket, and the clothing is adorned with intricate designs that represent the tribe's beliefs and traditions. The traditional Munda tribe dress is not just a piece of clothing; it's a symbol of the tribe's identity. Different colours and patterns in the dress represent different aspects of the tribe's culture, history, and beliefs.

Oraon tribes clothing in Jharkhand: At the turn of the 20th century, Kurukh men wore a loincloth tied around the hips (tolong), while women less influenced by other communities would wear a cloth reaching to just above the knee, covering the chest (padiya saree). Today, women traditionally a wear thick cotton sari with detailed stitched borders of purple or red thread. Traditional tattoos include elaborate symmetrical patterns around their forearms, ankles, and chest. Men wear a thick cloth with similar detailed borders as a dhoti or lungi. The traditional dress of the Oraon is made of coarse white cotton woven with red. The men wear loin cloth or 'KAREYA'. The women wear the 'KHANRIA'. Both articles being woven by the local weaver community.

Kharia tribes clothing in Jharkhand: The Kharia have preserved their traditional dress pattern and rest of the Kharia have been influenced by the modern contacts and changed their dressing style. Traditionally, they wear Dhoti called Bhagwan. women wear saree falling up to the ankles. A part of the saree (padiya) covers their bosom. The traditional dress is nowadays going out of use. Both men and women wear ornaments generally made of Brass, Nickel, Aluminium, Silver and rarely of Gold. Kharia women prefer gold ornaments.

Tribal Jewellery of Jharkhand: The tribal communities of Jharkhand use a variety of jewellery composed of bell-metal, brass, and other natural elements. Necklaces, rings, bangles, bracelets, and anklets with stunning designs and patterns are the most common decorations. Most of these ornaments have berry, flower, and leaf motifs. The Santhal women of Jharkhand wear delicate earrings, kardhani waist belts, and chudha bangles. Their lovely tikuli is adorning their brows.Tribal cultures also use wild grass to create cultural jewellery such as necklaces. The ornaments are sometimes fashioned with German Silver, which gives them a persistent sheen.

Godna (tattooing): there is an ancient tradition of dug digging it used to be tattooing in almost all organs of our body the picture used in tattoo where different names for all such as hand ginger Peacock lalva flowers bunta in finger shape of plenary angle in the field hey.

Headgear: khongso, Chawnwani and Panpatta Khonso, Kalyp

Ear jewellery: Karnaful, Kanpasa, Suprakana, Besari

Necklace: Haasli, Khambhiya, Sitahaar, Kanthamala Chandrahar

Handheld jewellery: Tad, Bajubandh, Thela, Kangna, Berah, Behinkal

Footwear: Pyari, Payal, Angutha, Jhatiya, Qatri, Beechia

Fashion and modern youth: Modern youth totally depends on fashion activities. Without fashion their life has no taste because they have adopted fashion in each stage in their life. Human being cannot live on one taste. As they can't eat same day everyday likewise, they cannot spend their life on old fashion. They want to make their life colourful. They feel pleasure due to colour of beautiful different things like fashion. Human nature is that he wants to adopt new and beautiful things because all things have lost their importance. Fashion and modern youth are now become a part of fashion trend.

In every era, People like fashion. They want to look different and fashionable, way of talking and behaviour. We can't ignore the importance of fashion girls and boys have more interest in fashion., Jeans and tight with loose cloth according to the fashion. They wear "saree" and some girls like to wear jeans and shirts. They change their hairstyle according to fashion. They wear shoes according to their heights. Short heights girls long heels and long heights girls wear short heels. They choose the shoes according to their dress colour. Even their weight of talking, walking and gestures according to the fashion. Boys like new and fashionable clothes according to the fashion. They adopt fashion in the films or tv. Their way of walking, talking and behaviour sometime even gesture according to the film action. They want to like wear loose and tight pants each they wear shirts which have colour and sleeves of one shape. Their way a of hairstyle like a filmy hero. Fashion builds up their personality and grow up their confidence level.

The attitude of youth towards fashion trends: Attitudes serving a value-expressive function help people communicate their central beliefs, attitudes, and values to others through their possessions and fashionable garments and accessories are such possessions that help people communicate who and what they are. Fashion is an attitude because it reflects how tribal people evaluate themselves, others, and the based on their preferences, emotions, and values. The costume they wear can boost their self-esteem and confidence, as they have the potential to

make us feel attractive, stylish, and unique on the other hand fashion choices can also be influenced by insecurities and the need for validation from others.

communication and cognitive engagement: Dress is considered an aspect of non -variable communication and has social significance for the audience. Dress also includes the things that people wear such as jewellery, ties, handbags, hats and glasses. Costume conveys non-verbal clues about a speaker personality, background and financial status. Fashion is an incredibly powerful from a self- expression it can be used to express identity, beliefs and personal style. By embracing individuality in fashion individual are able to set themselves apart from others in way that them feel unique and confident. fashion blogs, newspaper articles, fashion magazines, promotional videos, movies- any audio- visual medium that showcase the designs by designers is a source of information about the latest happening industry.

Literature review:

George Simmel (1957) In their paper fashion is a form of imitation and so of social equalization, but paradoxically, in changing incessantly, it differentiates one time from another and one social stratum from another. Its units those of social class and segregates them from another. It Unites stores off a social class and segregates them from others. Some forms are intrinsically more suited to the modifications of fashion than others the internal unity of the forms called “classic” makes them immune to change.

Sirion Vittayakorn (2015) this paper presents a new approach for learning human judgments of outfit similarity. The approach is extensively analysed using both intrinsic and extrinsic evaluation tasks. We find that the learn similarities match well with human judgments of clothing style similarity and fine preliminary indication that the learned similarity could be useful for identifying and analysing visual trends in fashion. Future work includes using learn similarity major to mine large data sets for similar style trends and studying further how fashion trends are influenced by youth.

Amar Kumar Singh, Ramesh Sharan, Meera Jayaswal, shriti Choudhary (1999) The paper is based on secondary sources census NSS (national sample survey) data and the published research reports and articles it briefly outlines the status of tribal in the Jharkhand region of Bihar. It points out that the tribal groups are very heterogeneous and are the different levels of development and areas to resources.

George Simmel (2003) The essence of fashion consists in the fact that it should always be exercised by only a part of a given group, the great majority of whom are merely on the road to adopting it. As soon as a fashion has been a universally adopted that is as shown as anything that was originally done only by a few has really come to be practised by all as is the case a certain element of clothing and in various form of social conduct we no longer characterise it as fashion.

Randy (2021) The clothing of Jharkhand depicts the nature culture style and simplicity of its people the people in Jharkhand follow utmost tradition and culture. Generally, the traditional costumes of four women in Jharkhand are saree and blouse and man put on single piece of clothes known as Bhagwan. But at present women in Jharkhand prefer to wear fashionable costume in Jharkhand the women are influencing to the changes in fashion of the society.

Jacqueline Beaudoin-Rose (1988) Ruler dress does not exist and evolve in a vacuum, but is influenced by many factors including other modes of attire such as fashionable clothing. It is likewise well known that the converse is also true: certain types of country attire have been non to influence where this paper focuses on an exploratory investigation of these dialectic

influences seen through a number of selected examples of both ruler and fashionable clothing in Quinnipiac between the 18th and 20th century.

Saru Sachdeva Rukhar Rani (2023) Tattoos are important markers of tribal cultural identity as embroidered texts they not only reflect a world view but also become repositories of historical and ontological memory as carriers of traditions customs and beliefs they manifest the collective identity of the people and guide and blind bind them as a community as such tattooing or Godhna Aquarius are masked with our significance than being a mere bodily art.

Randy (2022) tradition jewellery of Jharkhand the tribal communities of Jharkhand use a variety of children composed of bell metal brass and other natural elements necklaces rings bangles bracelets and anklets with stunning designs and patterns are the most common decorations

He Web desk (2023) fashion show organised by Johar gramme at Jharkhand Adivasi Mahotsav in Ranchi. An indigenous brand deeply interwoven with Jharkhand's culture tapestry, unveiled a mesmerizing spectacle of tribal fashion Adivasi Paridhan Pradarshan.

Smriti Richka Sarkar (2009) Fashion adoption and purchasing behaviour of tribal girls. Study on respondents' education and clothing awareness, residential background and clothing selection, communication, media and purchasing behaviour and fashion adoption. clothing selection, purchasing behaviour, fashion adaptation, tribal girls.

Smriti Rekha Sarkar (2007) Impact on fashion adoption of tribal girls. fashion has become an extremely powerful and important part of our lives not only in metros but also in small towns and cities for far flung areas of the country. The study aimed to know the fashion adoption of tribal girls' sources of information regarding fashion print and significance of communication media on fashion adoption. Fashion magazine is also an important media and it can be preserved for long and referred whenever needed. So, it can be used for effective fashion communication.

Edward Sapper (2020) A particular fashion differs from a given test in suggesting some measure of compulsion on the part of true as contrasted with individual choice from among a number of possibilities. fashion in its vagaries is the lack of extract knowledge of the unconscious symbolisms attaching to forms, colours, texture, postures and other expressive elements in given culture.

Tutorialspoint(2022) The paper is based on Likewise, fashion, which reflects the overall human condition and their status, in an integral aspect of our leaves as well as our society. It influences as well as gets influenced there are certain factors that influence fashion such as psychological factors, socio culture factors, economic factors, environmental factors etc.

Scriptology (2023) In their paper Fashion trends are influenced by a range of factors, Including cultural, Social, Economic, And technological changes. These trends have significant effects on society, Impacting the way people dress, perceive themselves, and interact with each other. As youth become more aware of the impact of fashion on the environment and body image, the industry is evolving towards more sensible and inclusive practises.

Leslie Holmes (2023) In their paper Fashion ability to bridge the gap between culture and eras is a testament to its power as a form of expression. Traditional costumes with their deep-rooted stories and aesthetics, continue to inspire and shape modern fashion trends. Explore the fashion choices, consider how traditional garment and accessories can be seamlessly woven into modern style. Explore the offering from fashion accessories to discover unique pieces that pay homage to cultural influences while embarrassing contemporary trends.

Tutorialspoint (2022) In their study social factors, which have several elements, influence fashion in different ways. in addition to this social factor influence so strongly that it is a two-way influence, which means fashion influences society at large and in return, society also influences fashion vice versa.

Problems to be investigated:

The proposed Ph.D. Research will examine the "A study of changes in ethnic costume and adoption of modern fashion by indigenous tribal youth of Jharkhand" (With special reference to Kanke and Gomia block) age 20 to 30 years for both male and female.

In the fashion era, in the growing fashion world, today's tribal young generation is forgetting their costume have completely changed into modern costume. People of the older generation still want to live under the old tradition. They do not like the changes in costume in this new generation, hence they do not want to adopt modern costume. Still people here do not know that the changes made in tribal clothes. At the same time, Fashion is negatively impacting the youth. It has taken up the life of youth so much that the youngsters are highly obsessed with creating style statements at an age where they need to focus on their studies and other important aspects of life. The fashion trends have become a cult with today's generation. They blindly try to mitigate the models and celebrities without understanding the true essence of fashion. Now days in every step of modern garment manufacturing process there is waste which is harming the environment, spoils the land and also pollutes the soil and water.

Objectives of the research and motivation:

Motivation: motivation behind this research is to add something new which is not well- known or less known, which may be useful for the empowerment of the tribal youth and helpful in solving problems. The influence of fashion among the tribal youth of Jharkhand is increasing day by day, and many tribal youths are carrying forward their traditional costume style. This research would provide me personal satisfaction. The horizons of knowledge need to be expanded continuously, and the present research would also be helpful in my professional career growth.

Objectives of the research:

Objectives are:

1. To study the changes in ethnic costumes of indigenous tribes of Jharkhand.
2. To study the factor influencing the fashion adoption of tribal youth.
3. To study the impact of social media on modern fashion trends among tribal youth.
4. To study the attitudes towards fashion and ethnic costumes in tribal youth.

Research question:

1. What are the changes in ethnic costume of indigenous tribes of Jharkhand?
2. What are the factors influencing the fashion adoption of tribal youth?
3. How does the social media impact modern fashion trends among tribal youth?
4. What is the attitude of tribal youth towards fashion and ethnic costume?

Research design and methodology:

Type of research: The research design is descriptive and exploratory as it aims to review the status and prospectus of the tribal costume in Jharkhand and its contribution to the economy and society. The research design also involves a basic detail of fashion trends, uniqueness, and identity of the tribal women and men involved in different stages of tribal costume.

Source of data: The primary data is collected through structured schedules and observation field visits to the selected blocks and villages where tribal people live.

The secondary data is obtained from various sources such as reports, journals, books, websites and references books etc. The data is analysed using descriptive and inferential statistics.

Tool of data collection: schedule and observation

Area of research: The area of present research would be limited to Kanke and Gomia block in Jharkhand.

Respondent: The respondents would be tribals youth are located in Kanke and Gomia block. (men and women age group of 20 to 30 years)

Sample size and selection: sample size 200 tribal people. Women-100, Men-100

The sample will be selected through purposive sampling.

Source of data and tools to be used in collection of data:

1. The research work will be based mainly on primary data however secondary data sources will be used for the study.
2. Primary data would be collected from the respondents with the help of a schedule and observation.
3. The schedule will include questions related to ethnic costumes changes and adoption of modern fashion by tribal youth.

Analysis of data:

The collected data will be coded, tabulated and analysed using suitable statistical tool.

Significance of study:

The present study is based on uniqueness, Identity, choices, trends, social environment, focusing on the influence of modern fashion on the ethnic tribal costume of Jharkhand.

With this word tribal, the picture of village, forest and people emerge. The tribal society connected with nature is reflected in them. Tribal costumes are not at heights today because in the present time, tribal youth are adopting modern fashion in ethnic costumes. Creating a new identity which is being liked by people all over the country today. The traditional costumes are proving new Employment Opportunity to the tribal youth. Due to this, this interest has started developing among the tribal youth towards their traditional costumes which has given a new identity to the people of every village in which the tribal designer clothes are being converted into modern clothes and are being made available to the people.

In relevance to the present-day problem and need to the society:

Jharkhand tribal ethnic costumes indicate the state culture nature and the simplicity of the people but at present times tribal youth in Jharkhand prefer to wear fashionable costumes they are influencing to the changes in fashion of the society.

In the growing fashion world of the modern era, today's tribal young generation is forgetting their tribal ethnic costume has completely changed into modern costumes. People of the older generation still want to leave under the old tradition, they do not like the changes made on the clothes in this generation hence they do not want to adopt the modern clothes people still do not know that the changes made on tribal clothes, like different coloured artworks in clothes, embroidery done with threads, which is giving a new style to clothes in a new way, has become quite popular in foreign countries.

Contribution to existing knowledge:

Research will add knowledge to how ethnic costumes is influenced by modern fashion.

Future work:

As a sample population and field area is limited, future work can be done with a larger sample and area.

Limitation:

The present study will be limited only indigenous tribal costumes within Kanke and Gomia Block.

Chapterisation:

1. Introduction
2. Review of literature
3. Research methodology
4. Result and discussion
5. Conclusion and Suggestion
   Bibliography
   Appendices

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